

A New spaper  
for All the People  
All the Time

# The Torrance Herald

Torrance  
Population  
8200

SIXTEENTH YEAR—No. 5

TORRANCE, CALIF., THURSDAY, JAN. 30, 1930

5c per Copy

## STEEL GIANT TAKES OVER COLUMBIA

### GOB THROWN IN JAIL WITH BROKEN BACK

Later Removed to General Hospital—Dies Three Days Later

L. C. Eldenshink, 22 year old sailor from the U.S.S. Colorado, was fatally injured last Friday night when the car in which he was a passenger, overturned on the curve on Arlington avenue at El Camino Real, Eldenshink, with C. M. Bowman, a shipmate, was returning to San Pedro to report for duty. According to police who investigated the accident, the car, driven by Bowman, approached the curve at a high rate of speed, struck the curb and overturned. Bowman was thrown clear of the wreck and was unhurt. Eldenshink was rushed to the Jared Sidney Torrance Memorial hospital, where he was examined by a Redondo Beach doctor, who stated that the lad was under the influence of liquor and not injured.

Bowman and Eldenshink were taken to the Torrance police station, where the latter complained that he was unable to move his legs. A Torrance physician was called. He found that Eldenshink was suffering from a broken back, and ordered him sent to the General hospital in Los Angeles. Eldenshink grew steadily worse, and died at the General hospital Sunday.

### THREE HURT IN 3 ACCIDENTS LAST FRIDAY

Charles Adams, Nick Arena, and F. V. McCutcheon Get Off With Minor Injuries, Car Wrecked

Charles Adams, 704 West Magnolia, Inglewood, narrowly escaped serious injury Friday afternoon when his car was struck by the 1:18 Pacific Electric train at the intersection of Border and California avenues.

The car was struck on the right, and jolted into the traffic post in the center of the street, a demolished heap. Mr. Adams sustained minor cuts and bruises about the hands and face, but was not seriously injured.

Mr. Sushinsky was conductor on the P. E. train and Mr. George Carter was motorman.

Nick Arena of Torrance sustained slight injuries early Friday morning when he stepped off a Pacific Electric train on Dominguez street, and into the path of an oncoming car being driven by B. Manning, 1113 West 20th street, Los Angeles.

Mr. Arena was taken to the Jared Sidney Torrance Memorial hospital for first aid treatment. In his statement to the police, Mr. Manning stated that Arena did not look either to the right or left as he stepped from the street car.

F. V. McCutcheon, 1021 Craven, apartment No. 5, received a slight cut on the lip Friday afternoon when his car collided with a car driven by Wilbur Howard, 1303 Cota avenue, in the alley in the rear of the California apartments.

**BILL THE BARBER SAYS**  
Why is it that almost everybody looks a little sick?



### Who Has Prettiest Yard in Torrance?—Garden Club Announces Garden Contest

Cash prizes on honorary awards are the incentives offered winners in a "Yard and Garden Contest" sponsored by the Torrance District Garden Club—and the time to enroll is RIGHT NOW!

"The purpose of this contest is to improve and beautify the residential district in this community through the proper planting of trees, shrubs, perennial and annual flowers, and to encourage better kept yards and cleaner and more attractive homes."

The aesthetic value of such a movement is obvious. Beautiful lawns and well-kept yards prompt cleaner and better thoughts among old and young alike, to which is added the equally important advantage of living in a healthier environment. Community pride is enhanced, property values increased, and health conditions bettered by the united effort of all home owners and occupants, and we are urging everyone, no matter how large or small his yard may be, to enter this contest. Even if you lose, you win," continued Mr. Deinger.

Entries for the contest will be received from February 1 to March 1, and not later than March 1. The contest will close July 1, and prizes will be awarded by a group of carefully selected judges after that time.

Classes of entries will be as follows:

- Class 1. All work of improving home grounds must be done by members of the immediate family. Division 1—Entire yard. Division 2—Back yard. Division 3—Front yard.
- Class 2. This division is open to those

### Garden Club Plans Elaborate Exhibit at Encinitas Show

The Torrance District Garden Club is out to win the trophy again at the National Mid-Winter Flower Show at Encinitas. Visitors at the show last year, numbering approximately 25,000, were surprised to find that the first honors went to the "Modern Industrial City" club, and a number of communities are planning more elaborate displays this year in the hope of taking the first prize away from Torrance. Members of the Torrance club, realizing the increased competition this year, have reserved a space twice the size of last year's exhibit and have secured an appropriation of \$300 from the Torrance Chamber of Commerce to cover the expenses of an elaborate exhibit. On the Garden club committee are John King, Roy Berry and H. E. Brown.

The National Mid-Winter Flower Show is held from February 19 to 23, inclusive, at Encinitas, San Diego county, California. This show has gained in importance each year since its inception in 1925, and is attracting wide attention among flower growers throughout the state of California.

This year the directors are offering \$1,000.00 cash in prizes, and each class (twenty-seven in number) carries a silver trophy as a first prize. Special inducements are offered to garden clubs and horticultural associations; also

### Little Betty and Edward Have Their Own Houses

Not very many days hence, little Miss Betty Dalton, 32 year old daughter of Mr. and Mrs. L. F. Dalton, will be receiving visitors at her own playhouse bungalow on the rear of the lot at 2123 Arlington avenue.

Finishing touches are now being put on the house, and as soon as it is papered, the young owner will move in the furnishings. The bungalow is of frame construction, solidly built, and contains one room about 3512. A well built little tower, equipped with a latch and key, opens into the one room. There are four French windows of

who hire some of their work done. Entrants improve their entire yard.

Class 3. Eligible in this class are those that keep an expert gardener. This also includes the entire yard.

Only those entrants who do all of their own work will be eligible for cash prizes. Winners in Classes 2 and 3 will be awarded honor certificates of merit for their efforts. Judges will make a tour of inspection of each place shortly after the contest has been entered in the contest. They will probably make one or two inspection trips while the contest is running, and then a final one to judge the winners.

Entrants would do well if they would furnish the yard and garden contest committee with snapshots of their yard as it looks when entered in the contest. This is not required, but is offered as a suggestion so that when the judging inspection is made, around the first of July, the judges may refresh their memory as to how the yard looked on their first inspection trip, and judge the finished yard accordingly.

Approximately \$100 in cash and merchandise will be awarded in prizes, the exact prizes to be announced later.

The Torrance Chamber of Commerce is throwing its full support to the project and has already given the Torrance District Garden Club \$75 for the contest. \$25 of this will be awarded for prizes and \$50 for campaign expenses.

Entry blanks are supplied by W. E. Bowen at the Torrance Mutual Building and Loan Association at the corner of Sartori and Marcelina avenues. There is no entry fee, and no cost of any kind except the money you spend to improve your own home and yard.

professional growers and florists are given opportunity to win valuable cash prizes.

Under the able management of Thomas F. McLoughlin, well-known bulb grower, the show has increased each year, and this year it has been found necessary to engage a large marquee (100 feet by 380 feet) to accommodate the list of entries. Each year the management furnishes splendid musical entertainment, and has engaged the famous Long Beach municipal band under the leadership of Herbert L. Clarke, the noted director; also the famous Army and Navy Academy Band of San Diego has been engaged for one day. Preliminary schedules may be obtained by writing to the manager, Box 213, Encinitas.

No entry fees are charged, and last year's show of over four days attracted visitors to the extent of 35,000. This year the show covers five days so a large attendance is expected.

Situated on the main coast highway, 100 miles south of Los Angeles, and 30 miles north of San Diego, Encinitas is in the midst of a section that is almost entirely devoted to the growing of winter flowers, bulbs, and avocados. It is a wonderful sight to see acres of anemones, narcissus, gladioli and ranunculus in bloom in January and February.

appropriate dimension that light the room and may be opened for ventilation. For play after dark there is an electric light hanging in the center of the room. Papering of Betty's playhouse bungalow will be completed soon, after which her brother Edward, 14 years old, will paint the outside. An almost exact duplicate of Betty's house stands adjacent to it, and is occupied by Edward, who uses it for a workshop. His work shop, which contains a lathe and many other tools and appliances, is complete with shelves, benches and cupboards.

### Columbia Sale

Commented on by David Lawrence in Saturday Evening Post

The following copyrighted article appeared in The Saturday Evening Post of January 25th, and is re-printed by the Torrance Herald under special permission, by the Curtis Publishing Company.

The writer of the article, David Lawrence, is editor of the United States Daily, Washington, D. C., and will be remembered by radio fans for his enlightening summaries given following each session of the Republican and Democratic national convention broadcasts.

#### THE BUSINESS TIDE

By DAVID LAWRENCE

Not often is there a merger which has said to unite the East and the West—a merger which has as its basic reason what might be termed the economic geography of the United States. Not often, it might be added, does capital flow clear across the continent from New York to San Francisco to make a fifty-million-dollar investment. Such was the recent consolidation of the Columbia Steel Corporation of California and the United States Steel Corporation.

How was the deal negotiated? What was its moving purpose, and who carried on this large transaction for the two companies? I asked these and other questions of Herbert Fleishacker, San Francisco banker, who three years ago planted the seed of the idea in the mind of George F. Baker, Jr.

"I went to see Mr. Baker," said Mr. Fleishacker, "because I knew him to be one of the largest and most influential stockholders in United States Steel, and I felt instinctively that we had something which we could hardly develop ourselves. We had invested a good deal of money in the steel industry on the Pacific Coast. We knew that ultimately hundreds of millions of dollars would have to be put into our industry and that sooner or later one of the large Eastern companies would have to become interested in order to develop operations on the Coast. It is not generally realized that, owing to the large demand for cans for the packing of fruits, salmon and vegetables, the Pacific Coast is the largest consumer of tin plate in the world. There is no coking coal in California but plenty of it in Utah and Colorado. We had two large furnaces, one at Torrance, California, and we have been putting out a full line of steel products with the exceptional of structural steel. You know it was one of the dreams of the late E. H. Harriman that a large steel industry might be built up on the Pacific Coast, and that is why the Southern Pacific Railroad to this day has large independent holdings of iron ore in California and Lower California.

"Now that United States Steel has acquired our company we expect that the demand for tin plate alone will probably mean trebling or quadrupling the plants, so that it is not unlikely that within the next five years we shall have at least a hundred-million-dollar investment on the Pacific Coast in steel alone.

"When I first saw Mr. Baker, three years ago, he promised to look into it. He brought me in contact with the officers of the Steel Corporation. We met several times, but never until a few months ago were we ready to get down to brass tacks.

"We discussed it in the early summer of last year and argued back and forth about the price at which the stock would be exchanged. Most business deals, I suppose, are serious affairs with a good deal of contention on both sides. While we realized, of course, the importance of the transaction, I must say that both sides kept good-natured and good-humored throughout.

"I remember, for instance, on the day when we were trying to agree on price, Myron C. Taylor, chairman of the finance committee of the United States Steel Corporation, and James A. Farrell, president, and I had been discussing a particular price per share. Mr. Taylor happened to mention a price that I thought was rather low. All of a sudden there was a deafening roar outside of the building which caused us all to look up. Mr. Farrell said, 'What was that?' And I remarked that it was the protest of the multitude against the low price. Whereupon Mr. Taylor, quick as a flash, retorted that he was quite sure it was applause. We went to the window and saw the Bremen being welcomed on her trip up the bay after a record-breaking voyage to America.

"That day we settled on an option to the Steel Corporation, which had to be exercised within four months. I must say that I have never seen a more thorough job of checking than during those four months. Some of these big deals might seem quite commonplace nowadays but there is nothing casual about the way they are investigated before the final contract is made.

"Under the terms of the option, the United States Steel Corporation had four months, in effect, to make up its mind whether the investment was as represented. Not only did Mr. Taylor and Mr. Farrell come to the Coast themselves, but they brought with them Comptroller Filbert and the presidents of all but one of their eighteen principal subsidiary companies, and that executive happened to be ill at the time. It was a long,

(Continued on Page 2)

### AGGIE TEAMS WIN HONORS AT BANNING

Torrance Citrus Judging Teams Awarded Silver Trophy in Annual Contest

The Torrance high school citrus-judging team walked away with the handsome silver trophy in the first annual citrus-judging contest at Banning Saturday.

San Pedro high school captured second honors, Venice, third, Jefferson fourth and Washington fifth in the Class A competition. The first three place winners finished in the same order in the Class B competition.

Harriet Kenney of Torrance, was the gold medal winner in the Class B division, Virginia Cargill of Venice was second and Kenneth Fess of Torrance third.

Claudia McAllister of San Pedro won the gold medal for scoring highest in the four classifications of Judging oranges, lemons, grapefruit and packed boxes. Ben Altman of Venice was second and Paul Copeland of Torrance third.

Forty-nine students representing seven Los Angeles city schools competed in the event. Coach J. P. Comerford, head of the Phineas Banning agriculture department, was so pleased with the results of the meet that he intends to open the event to Southern California high schools next year.

While the Banning team that has won honors in similar state contests, competed, the scores they made did not count inasmuch as they were acting as the host school. Secretary J. W. Weighman of the chamber of commerce, donors of the cup, presented the trophy to the winning Torrance team. Torrance, however, must win it three times before gaining permanent possession.

Besides the trophy and gold medals for high individuals in the classes, ribbons were awarded all other first, second and third place winners.

Robert Anderson, Paul Copeland and Richard Stevens comprised the victorious Torrance A team. Kenneth Fess, Harriet Kenney and Dale Howe made up the Torrance B team.

Mr. Merrill plans to enter the teams in the state judging competition at the National Orange Show at San Bernardino Saturday, February 22. Winners of this meet will be state champions.

Class A Results  
Team scores—Torrance, first; San Pedro, second; Venice, third; Jefferson, fourth; Washington, fifth.

Individual scores—Claudia McAllister, San Pedro, first; Ben Altman, Venice, second; Paul Copeland, Torrance, third.

Lemon judging, high teams—Torrance, first; San Pedro, second; Jefferson, third.

Individual scores—Paul Copeland, Torrance, first; Ben Altman, Venice, second; Richard Stevens, Torrance, third.

Orange judging, high teams—Torrance, first; San Pedro, second; Venice, third.

Individual scores—Richard Stevens, Torrance, first; Claudia McAllister, San Pedro, second; Mary Isabella Burlingame, San Pedro, and Paul Copeland, Torrance, tie for third.

Grapefruit judging, high teams—San Pedro, first; Venice, second; Jefferson, third.

Individual scores—Claudia McAllister, San Pedro, first; Douglas Craig, Venice, second; Augustine Stacca, Jefferson, third.

Packed boxes judging, high teams—San Pedro, first; Washington, second; Torrance, third.

Individual scores—Ben Altman, Venice, first; Claudia McAllister, San Pedro, second; Paul Copeland, Torrance, third.

Class B Results  
Team scores—Torrance, first; San Pedro, second; Venice, third. Individual scores—Harriet Kenney, Torrance, first; Virginia Cargill, Venice, second; Kenneth Fess, Torrance, third.

Lemon judging, high teams—San Pedro, first; Venice, second; Jefferson, third.

Individual scores—Mitsu Mishima, San Pedro, first; Genevieve Guyan, Torrance, second; Ichino Funagu, Torrance, third.

(Continued on Page 4)

### CIVIC BODIES LAY PLANS FOR BIG FUTURE

Council and Chamber Directors Discuss Plans for Development of Torrance—Harmony and Co-operation Rule Meeting

Constructive plans for the development of Torrance were discussed at a joint dinner meeting of the city council and the directors of the Torrance Chamber of Commerce, Monday evening at the Hotel Torrance.

Among the projects to be fostered during the coming year is the establishment in Torrance of a junior college, which will emphasize the instruction in mechanical trades; the location here of the county health center for this district; and the acquisition of the two and three-quarter acre playground site at Carson street and Halsey del Amo.

E. Standish Palmer, manager of the housing department of the Torrance Chamber of Commerce, gave a comprehensive report of the work of his department since its organization four months ago. Mr. Palmer outlined ten new fields of service that the housing department is now rendering, which included assistance to land owners, renters, newcomers, present home owners, non-resident industrial workers, business groups and housing service to industries. Mr. Palmer discussed in detail the problems of the outside builder coming to Torrance and of the assistance the housing department is able to render to the prospective home owner.

The entire meeting was characterized by a spirit of harmony between the two civic bodies and by the forward looking policies of Chamber of Commerce and city officials. It was the opinion of all that much good would come from the quarterly get-together.

### NEW DERRICK GOES UP ON MAIN STREET

The derrick on the Stone property on Main street is now nearing completion. This is being built by the Harbor Oil and Gas Corporation. Operations for drilling will start within a month according to officials of the company.

The Harbor Oil and Gas Corporation are quite confident that this first test well will prove the field to be one of the best oil fields within many miles. Fine showings have been reported from the Archer Company Well No. 1 on the Watson property on Wilmington street and it is reported that they have drilled below 5565 feet at the present time, with very good showings of oil.

### HAWKINS CO. STORE GROUP HAS BANQUET

New Policy of Buying Direct from Manufacturer Explained by I. H. Hawkins

Satisfaction over the past year's business and optimism for still greater volume of business in 1930 characterized the dinner meeting of the store managers of the I. H. Hawkins company held Monday evening at Early's Cafe. The meeting was in the nature of a convention and dinner was served to 32. In the group were the store managers of the I. H. Hawkins company from Bakerfield, Hanford, Porterville and Dinuba, as well as the managers and employees of the Torrance, Redondo, Tablewood and Compton stores. The staff of the firm's wholesale division was also present. Mr. Hawkins' father and mother were honored guests at the meeting.

Mr. Hawkins expressed himself as well pleased with the past year's business and predicted an even greater volume of business in 1930. Acting as toastmaster, Mr. Hawkins called on each store manager who responded with his views and

(Continued on Page 2)

### U. S. STEEL BOOMS FUTURE OF TORRANCE

Louis Sloss, Columbia Secretary, Resigns to Join the Crocker Interests

TRANSFER JANUARY 31  
General offices of Columbia Steel Headquarters in Russ Building

—Transfer of all assets of the Columbia Steel Corporation will pass to the United States Steel Corporation at the close of business on January 31, and the various plants of the Columbia will begin operating as units of the giant steel corporation on February 1.

The sale of the Columbia to the U. S. Steel was authorized at a meeting of the stockholders on January 28 at San Francisco, on the terms previously agreed upon, i.e. 11 1/4 shares of Columbia for each share of U. S. Steel. Scrip will be issued for fractional shares. The stock distribution is scheduled to be completed by March 1.

General offices of the Columbia have already been moved to those of the U. S. Steel in the Russ building, San Francisco. No announcements of changes in personnel have been made, except the resignation of Louis Sloss, secretary of the Columbia, who is leaving to join the Crocker interests.

Efforts to learn details of the contemplated expansions under the U. S. Steel regime have been futile, but it is generally accepted among steel leaders that the entry of the corporation to the Pacific Coast will bring big expansions in the Torrance as well as the Pittsburg, California plants.

Last year was the most profitable in the history of the United States Steel Corporation since the war. Profits reached a total of \$197,531,349, an increase of \$83,357,574 over 1928, according to a report made this week by the directors of the corporation in New York. Earnings for 1929 reached a record high since the war of \$258,659,889.

Profits of U. S. Steel, one of the greatest industrial enterprises in the world, were equivalent to \$31.18 a share on the average of common shares outstanding last year, \$132,840. In 1928 the profits averaged \$12.50 a share. The directors declared the usual regular quarterly dividend of \$1.75 per share on both common and preferred stock.

Ingot production has increased more than 5 per cent in the past week, and is now in excess of 71 percent of capacity, against 72 percent this time last week and 67 percent two weeks ago. The gain of more than 10 percent in two weeks is further evidence of the remarkable come-back in the U. S. Steel's activities.

### P. E. Orchestra Meets for Practice

The Pacific Electric orchestra, which is to play at the P. E. club in Los Angeles Thursday night, met at the home of T. H. Kendrick, 1720 Arlington, Monday night for rehearsal and a social evening. On this occasion the wives were also present, and after practice, Mrs. Kendrick served delicious refreshments.

George Adler, violinist, and his sister gave several selections during the evening.